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SOCIAL MEDIA CAMPAIGN

CAMPGIAN GOALS



Overarching goal: to entertain our audience and drive engagement with likes and comments. While educating our audience on agriculture.

Goal 1:

Place bits and pieces about agriculture throughout the campaign to educate the consumer on agriculture as a whole, or a specific area of ag.

Goal 2:

Entertain our audience and drive engagement through likes.



TARGET AUDIENCE

- **Gender:** Men and Women
- **Age:** 15-30 years old
- **Location:** Midwest, Central United States
- **Motivators:** Looking for people similar to them through connections on social media. Wanting to learn more about agriculture and others operations. Looking for community outside of their normal circles. Wanting entertainment from anywhere.
- **Challenges:** Finding people similar to them who they are able to connect with one social media. Large amount of their free time is spent on their phone making it challenging to find new creators or content.

PLATFORMS

- **Instagram:** posts, stories, reels
- **Tik Tok:** stories and short form videos
- **Facebook:** posts, stories, advertisements and reels from Instagram
- **Blog:** photography, short story writing, and videos
- **Pinterest:** photography, videos, links directly to other channels and website



CONTENT PIECES

Instagram Reel:

<https://www.instagram.com/p/CmUcXQTrmZR/>

Twitter:



Instagram Story:

